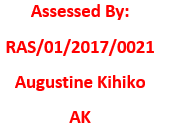
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**OVERALL DECISION: NOT YET COMPETENT**

**Remediate Question 3!**

**Topic 17:Web Design for Business**

**Formative Assessment 17**

**The use of websites in business (115374)**

*Hello and welcome to the assessment. Here you’ll prove to the world just how much you know and understand about what you’ve just learnt in the learner guides. This is an important part of your time at Umuzi because once this is done, you’ll be certified! So please, take this time to learn everything you can! Take a look at some pointers below with regard to answering the questions…*

* *Be specific*
* *Write professionally - no shorthand!*
* *Your answers must be original and come from your brain and your brain only.*
* *No copy/paste tricks! Our markers have seen it all and will know if you’re taking shortcuts.*
* *Remember, sloppy or poor work will be sent back to you to do again, so do it properly the first time and you’ll be done in no time.*
* *Ask for help at any time. Ask your friends, a manager, anybody!!*
* *Don’t skip any questions! You must do them all!*
* *You’ll see two boxes after each question - one for your answer and one for the marker’s comments. DO NOT delete the marker’s comments if you are required to resubmit your work after the first attempt. Should you have to do it again you will see a new box* ***under*** *the marker’s comments, so fill that one out in* ***BLUE****. Remember!! It’s not the end of the world if you have to resubmit. You’re here to learn, so don’t beat yourself up if you don’t get it right on the first go. Obviously, try your best to get it right on the first attempt, but if not, you have another chance to do it properly!*

*Ok, and that’s that! Time to get to it! Good luck, have fun and enjoy! :)*

**Enter your name and surname below**

|  |
| --- |
| **Luvo Spofana** |

**1.** **Explain four principles of good web design [4 Marks](4 SO:1 AC:1)**

**Your answer below**

|  |
| --- |
| Text/Typography – The-text based content of your site has to be relevant to the users and provide to them the information they are looking for, which means it must be optimized for search engines. The style and appearance of your text should well represent the purpose of the website and should be well sized for easy locating and reading for the user.**✔**  Colour – The colours and theme used on the website are often defined by the brand, the target audience/clientele, and the purpose of the website, whatever the case, the colours must be well contrasted and not be distracting.**✔**  Rhythm – Repetition provides patterns, and patterns are what will help make it easy for people to comprehend your site because it brings forward an internal consistency to the overall design of the site.**✔**  Emphasis – This refers to what part of the content a user’s eye gets drawn to. Emphasis onto elements should be applied according to the design of the page’s hierarchy.**✔** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**2. Describe three uses of websites for business [6 Marks](6 SO:1 AC:2)**

**Your answer below**

|  |
| --- |
| To provide product & service information – businesses can use websites to give their customers direct and instant access to information about products and services they are interested in, and this saves everyone a lot of time and money.**✔**  eCommerce – businesses can sell their products online through retail web stores that allow digital payments and reduce costs for the business while improving and simplifying the shopping experience for customers.**✔**  To reach a global audience – The internet is a worldwide network and doesn’t confine businesses to physical markets since it allows reaching of people in wide and scattered geographic locations that typical and expensive advertising wouldn’t have helped them reach.**✔** |

**Marker’s Comments**

|  |
| --- |
| **Correct** |

**3. Describe five principles to make a business website user-friendly [5 Marks](5 SO:2 AC:1-3)**

**Your answer below**

|  |
| --- |
| Navigation – The website’s architecture, menus and other navigation tools must be designed with the goal of helping the site’s visitors to navigate through the site with ease and be able to find the information they require efficiently. **✔**  Don’t make users think – The website should be easy to use, direct and self-explanatory so that it can provide a nice experience to the user. Users shouldn’t have to guess what certain buttons do, nor should they extensively search just to find what they’re looking for, the website should be straight-forward.**✔**  Strive for simplicity - The primary goal of the website’s design should be to keep It simple because users hardly visit a website to enjoy its complex design, so the layout of the content and information that users are looking for should be simple rather than complex.**✔**  Don’t squander users’ patience – It is important to minimize user requirements because not all users are patient, especially new website visitors, they are more likely to try the website or web application out if it doesn’t require a lot from them before they can put it to use, so avoid placing and requiring user registrations and subscriptions upfront, let a user freely explore and discover how your site can benefit them before they are expected to share personal and private data.  Conventional designs are always a good and working idea – Take advantage of conventional designs for your site elements, users are a lot more inclined to accept and use something that feels familiar because it requires a lot less thinking from their side and reduces the trial & error step because they will already know how to use and navigate your site. |

**Marker’s Comments**

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| --- |
| **Correct. What about the remaining 2?** |